

# the Reporter



News for the Faculty and Staff of Western Carolina University

## Season's Greetings!

For everything the Western community has to celebrate from 2006 and for all that we have to look forward to in 2007, thank you.

Enrollment reached yet another all-time high this fall with 8,861 students. The Princeton Review recognized the College of Business as one of the nation's leading business schools. The College of Education and Allied Professions earned the 2006 Distinguished Program in Teacher Education from the Association of Teacher Educators.

Meanwhile, the university rolled out an attractive new Web site, and construction began on the new forensic research station, which will serve students seeking a new multi-disciplinary degree in forensic science approved by the University of North Carolina Board of Governors. The board also approved new degree programs at WCU in motion picture and television production, teaching English as a second or foreign language, and science and entrepreneurship.

As we continue to grow and evolve next year to serve the needs of Western North Carolina, the university will add two new colleges—Fine and Performing Arts, and Health and Human Sciences. We also will host visitors from the Southern Association of Colleges and Schools in April who will consider our rigorous application for re-accreditation, an initiative that many of you have devoted countless hours to move forward.

Deborah and I are grateful for the gift of your time, your cooperation, and your spirit, and we wish you a very happy holiday season.

Sincerely,

John W. Bardo  
Chancellor

## WCU Welcomes Admissions Director



Alan Kines checks out new admissions office.

Alan Kines likes Loretta Lynn's music, but that's not why the movie about her life, "Coal Miner's Daughter," ranks among his favorites. Nor is it a passion for politics that has driven Kines through "Lincoln" in the presidential biographies he's reading in order of presidency. It's his passion for understanding people and their journey to succeed, and that's one reason he enjoys his career in college admissions.

The Chattanooga, Tenn., native sees his new role as the director of admissions at Western, which he begins Dec. 4, not as a salesman but as a counselor. "In admissions, you make a difference to students and their families by giving them all of the information they need to make a decision that is going to impact the rest of their lives," said Kines.

Kines comes to Western after working at Babson College in Massachusetts, a highly ranked school in entrepreneurial and business studies that offers one major to undergraduates—business administration. He's excited about the variety of academic opportunities that Western offers and growing programs in film industry, construction management, fine arts and business.

"One of the real pleasures of working at a place like Western is students can come and find themselves academically. They have so many choices, and I think that's the way it should be. Some students know what they want to study, and I also identify with students who may change their majors a few times because they have a wide range of interests," he said.

Kines also is a strong supporter of public education.

"I'm a public school kid myself who earned both of my degrees from public institutions," said Kines, whose full-time mother and electrician father made a lot of sacrifices to help him be able to attend school. "I support the mission of public education, to offer access and excellence, two goals that are not mutually exclusive."

Provost Kyle Carter said Kines brings to Western a strong understanding of the evolving nature of student recruitment. "He will keep Western at the forefront of changing recruitment and marketing strategies, including technologies that are attractive to today's freshmen. Alan understands the importance of image, training and timing. I expect our undergraduate admissions function to excel under his leadership," Carter said.

Kines studied communications as an undergraduate, capitalizing on his interest in writing. He began his career as a newspaper reporter before moving into a job in admissions at his alma mater, the University of Tennessee at Knoxville.

Weekends often find him in front of a computer—though not to further his writing. He runs a virtual hotel company, a hobby that requires high-tech skills in addition to research about real estate and communities. "I just built a hotel in Sylva," he said.

Kines figures he's seen enough snow for a lifetime during the past 17 years in Massachusetts, and he's more than ready to migrate south for good. He loves the outdoors and has hiked the entire Appalachian Trail through Great Smoky Mountains National Park and paddled on the Ocoee and Nantahala rivers. "My goal for the next couple of years is to get back in shape to climb Mount LeConte one more time—maybe three or four more times," he said.

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## Admissions Director *continued from page 1*

In the meantime, he's looking forward to simply driving to campus.



*Brenda Holcombe, acting director of admissions, chats with incoming director Alan Kines in front of the Cordelia Camp Building where admissions offices soon will be located.*

"You come over Catamount Gap and see the mountains over the campus in the background. What could be more idyllic than that? I love it."

"One of the things I'm most impressed with about Western is the physical condition of the campus. Western has done a remarkable job of keeping the campus tidy and landscaped, and there are many construction projects on the drawing board," he said.

"I've never felt so welcomed before from everyone on campus," Kines said. "I'm really excited about joining a community that seems so welcoming and friendly."

—by TERESA KILLIAN

### ALAN KINES

#### Education:

- M.Ed., higher education policy and administration, University of Massachusetts, Amherst
- B.S., communications, University of Tennessee, Knoxville

#### Experience:

- Dean of undergraduate admission, Babson College, Massachusetts
- Dean of enrollment management/ Director of admission, Worcester State College, Massachusetts
- Director of undergraduate admission, Northeastern University, Boston, Massachusetts
- Senior assistant director of undergraduate admission, University of Massachusetts
- Admission counselor and assistant director of undergraduate admission, University of Tennessee, Knoxville

#### Favorite Book:

T.R. Pearson's "A Short History of a Small Place"

#### Inspiration:

His father—"He's the most generous person I've ever known. He has an amazing ability to meet people where they are in life and try to understand another person's point of view. I hope in my wildest dreams that I can somehow be like him."

## Scott Philyaw to Lead Mountain Heritage Day

Scott Philyaw, director of the Mountain Heritage Center and associate professor of history at Western, has been named to lead Mountain Heritage Day, the university's popular celebration of Southern Appalachian culture.



*Scott Philyaw*

Philyaw will serve as chairman of the 30-member committee that plans and carries out the annual festival, which is always held on the last Saturday in September. The committee is composed of WCU students, faculty and staff, and local residents.

Philyaw takes over the chairmanship of Mountain Heritage Day from Jim Rowell, WCU's senior director of marketing and promotions, who served as chairman for the 2005 and 2006 festivals.

"Jim Rowell has done a wonderful job in leading the Mountain Heritage Day Committee as it has taken care of the million-and-one details that are involved in holding the festival," said Clifton Metcalf, WCU vice chancellor for advancement and external affairs. "This year's Mountain Heritage Day on Sept. 30 was, by all accounts, the most highly attended one in its 32-year history."

In planning for Mountain Heritage Day 2006, Philyaw served as co-chairman to Rowell to allow him to learn the details of leading the festival. Rowell will serve as Philyaw's co-chairman to ease the transition as planning for the 2007 festival takes place, Metcalf said.

Raised in Caldwell and Burke counties, Philyaw is a WCU alumnus and has been a member of the university faculty for 10 years. He was named director of the Mountain Heritage Center last spring.

The 2007 edition of Mountain Heritage Day will be held on WCU's campus on Saturday, Sept. 29.

—by RANDALL HOLCOMBE

## Bronwen Sheffield Wins Continuing Education Award

Bronwen Sheffield, director of off-campus services, recently received the Program of Excellence Award from the University Continuing Education Association, Region South, at its annual conference in Daytona Beach, Fla. The award recognizes Sheffield for the development and implementation of the "University Experience," a fully online introductory course offered prior to an undergraduate distance learner's first academic course at WCU.

Since its implementation in 2005, the course has introduced more than 1,000 new distance learning undergraduates to the wide range of academic and other services available. It uses a frequently-asked-questions format, discussion boards and assignments to create an online learning community for distance learners.

UCEA Region South, which includes 12 states, gives the Program of Excellence Award to an individual who improves the quality of teaching and learning for credit-related programs at his or her member institution. Instructional design and effectiveness, demonstrated impact on student learning or program delivery, and addressing a significant instructional, disciplinary or curricular need are some of the selection criteria.

"I was pleasantly surprised when I learned of the award, but I am especially pleased that faculty and students no longer have to deal with as many barriers in the first couple of weeks of their courses," Sheffield said.



*Bronwen Sheffield*

—by JONI KENYON





## December

### Monday, Dec. 4

**Presentation**—“Workplace Violence and Abuse: Prevention, Intervention and Follow-up,” Lee Ann Hoff, nurse-anthropologist and mental health professional. 9–11:30 a.m. Room 143, Camp Building. (227-3688)

**Western Carolina Roundtable**—live radio broadcast featuring interactive interview format with Chancellor Bardo and Provost Carter. 8–9 p.m. Food Court, UC. (227-7454)

**Concert**—brass ensembles. 8 p.m. RH. (227-7242)

### Tuesday, Dec. 5

**Reading Day**—no classes.

**Web conference**—“Improving Parent Relations Through Campus Partnerships.” 1–2:30 p.m. Catamount Room, UC. (227-7147 or 227-7087)

**Open House**—honoring Chancellor Emeritus Myron Coulter and wife Barbara. 3–5 p.m. Coulter Faculty Center, Hunter Library. (227-7196)

**Author Celebration Day**—discussion, reading and autographing books. Ron Rash, 3 p.m.; Nancy Pafford, 3:45 p.m. Bookstore. (227-7346)

**Appalachian Folklife Series**—“Telling Mountain Stories” presents “Rank Strangers: The Story of Mrs. Hyatt’s Oprohause.” 5:30–6:30 p.m. MHC. (227-7129)

**Concert**—Western Carolina Civic Orchestra. 8 p.m. RH. (227-7242)

### Wednesday, Dec. 6

**Kwanzaa celebration**—storyteller and performer Obakunle Akinlana and WCU Inspirational Choir. 7 p.m. Illusions, UC. (227-2276)

**Concert**—opera scenes. 8 p.m. RH. (227-7242)

### Thursday, Dec. 7

**Staff Forum**—town hall “meet and greet.” 2–4 p.m. HA. (227-7487)

**Old Time Music and Bluegrass Jam series**—Whitewater Bluegrass Co. in concert; followed by jam for all interested musicians. 7–9 p.m. MHC. (227-7129)

**Concert**—Technology Ensemble. 8 p.m. RH. (227-7242)

### Friday, Dec. 8

**Recital**—jazz guitar studio and jazz guitar ensemble. 6 p.m. RH. (227-7242)

### Sunday, Dec. 10

**Reception and book signing**—“African Americans of Jackson County 1865–1965,” by Victoria Casey-McDonald. 3 p.m. FAPAC. (227-3591)

**Concert**—Western Carolina Community Chorus. 4 p.m. RH. (227-7242)

### Wednesday, Dec. 13

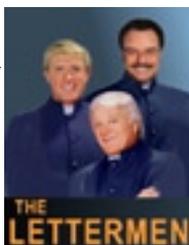
**Late-night exam breakfast**—free to students with student ID. 8–10 p.m. Dodson Cafeteria. (227-7396)

### Thursday, Dec. 14

**Staff Forum**—8:30–10:30 a.m. Cardinal Room, UC. (227-2412)

**Legends on Stage**—

“A Holiday Special with the Legendary Lettermen.” \$ 7:30 p.m. FAPAC. (227-2479)



### Saturday, Dec. 16

**Fall commencement.** 2 p.m. RRAC. (227-7495)



### Monday, Dec. 18

**Catamount basketball**—vs. The Citadel. Southern Conference game. No admission charge for faculty, staff and their families. 7 p.m. RRAC. (227-7338)



### Thursday, Dec. 21

**Catamount basketball**—vs. College of Charleston. Southern Conference game. \$. No admission charge for Jackson County students. Appearance by jolly guest and holiday reading. 7 p.m. RRAC. (227-7338)

**Old Time Music and Bluegrass Jam series**—concert and jam for all interested musicians. 7–9 p.m. MHC. (227-7129)

### Saturday, Dec. 30

**Lady Catamount basketball**—vs. Eastern Michigan. \$. 4 p.m. RRAC. (227-7338)

## January

### Thursday, Jan. 4

**Old Time Music and Bluegrass Jam series**—The Frogton Four in concert, followed by jam for all interested musicians. 7–9 p.m. MHC. (227-7129)

### Friday, Jan. 5

**Orientation**—for freshmen and transfer students. Registration 8–8:45 a.m. UC. (227-7087)

### Saturday, Jan. 6

**Catamount basketball**—vs. UNC Greensboro. Southern Conference game. \$. 2 p.m. RRAC. (227-7338)

**Lady Catamount basketball**—vs. Davidson. Southern Conference game. \$. 4 p.m. RRAC. (227-7338)

## Exhibits

### Mountain Heritage Center

#### Gallery A:

“Migration of the Scotch-Irish People.” Permanent exhibit.

#### Gallery B:

“Cherokee Baskets in the Twentieth Century, Part II.” Through April 30.

#### Gallery C:

“After the War: Conflict and Domestic Change in the North Carolina Mountains.” Through December 2007.

#### Lobby:

“People of the Land,” and “Mountain Heritage Day Award Winner.” Ongoing exhibitions.

#### Slideshow Spotlight

**FOR DECEMBER and JANUARY:** “Irons in the Fire” describes the role of blacksmithing in pioneer and Cherokee culture in the Southern Appalachians.

#### Mountain Heritage Center hours:

8 a.m.–5 p.m. Monday–Friday (227-7129 or [www.wcu.edu/mhc](http://www.wcu.edu/mhc))

### Fine Art Museum

#### Fine and Performing Arts Center

“WORLDVIEWS. Selections from Western Carolina University’s Permanent Collection and New Acquisitions.” Continuing exhibit.

“Crossing Boundaries: Maintaining Fiber Traditions.” Featuring 22 fiber artists. Through Dec. 16.

Kelley Francis: “Of the Sky,” master of fine arts thesis exhibition. Through Dec. 8.

“Harvey K. Littleton + Friends: A Legacy of Transforming Object, Image, Idea.” Through March 3.

**OPENING DEC. 10:** Photo essay exhibition from “African Americans of Jackson County 1865–1965,” book by Victoria Casey-McDonald. Atrium Gallery. Through Dec. 15.

#### Museum hours:

Tuesday–Thursday, 11 a.m.–6 p.m.; Friday 11 a.m.–4 p.m.; first Saturday of each month 1–4 p.m. Donations appreciated. (227-3591 or <http://fapac.wcu.edu>)

**Submissions:** Send news items and calendar notices to *WCU Calendar*, 1601 Ramsey Center, Western Carolina University, Cullowhee, NC 28723 or e-mail to: [Reporter@email.wcu.edu](mailto:Reporter@email.wcu.edu). Submit items for the university’s online calendar at least one week prior to the event.

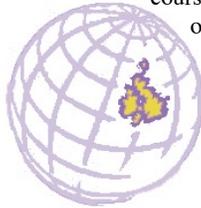
Key: \$—Admission fee; BB—Belk Building; CAC—Catamount Athletic Center; CAT—Center for Applied Technology; CCB—Cordelia Camp Building; CSC—Catamount Softball Complex; FAPAC—Fine and Performing Arts Center; HA—Hoey Auditorium; HFR—H.F. Robinson Administration Building; HS/CF—Hennon Stadium/Childress Field; MHC—Mountain Heritage Center; NSA—Natural Sciences Auditorium; RH—Recital Hall, Coulter Building; RRAC—Ramsey Regional Activity Center; UC—A.K. Hinds University Center; WS/BW—Whitmore Stadium/Bob Waters Field.

Office of Public Relations  
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- ▶ **Malcolm Abel**, assistant professor of business administration and law, presented his paper “Victoria’s Secret’s Secret Redux: Post Decision Effects of the Trademark Dilution Requirement and the Trade Dilution Revision Act of 2006” at the annual conference of the Southeastern Academy of Legal Studies in Business in Savannah, Ga.
- ▶ **Debra Burke**, department head, marketing and business law, made a presentation at the Southeastern Academy of Legal Studies in Business meeting in Savannah, Ga., in November. Her paper, “State Sovereignty and the Americans with Disabilities Act,” won one of two best paper awards.
- ▶ Academic Exchange Quarterly published an article titled “Upward Influence and Grades in Higher Education” co-authored by **Paul Jacques**, assistant professor of management, **Cynthia Deale**, associate professor of hospitality and tourism, and their colleague John Garger from New York.
- ▶ **Robert F. Mulligan**, associate professor of economics, presented “New Evidence on the Structure of Production: Real and Austrian Business Cycle Theory” at the annual meeting of the Southern Economic Association in Charleston, S.C.
- ▶ **Todd Murdock**, director of Talent Search, contributed extensively to Adventure Cycling Association’s publication “Pedal Pioneers: A Guide to Bicycle Travel with Kids,” described as a first-of-its-kind, in-depth guide to organizing youth bicycle trips. The book is already in its second printing, and Murdock said he was glad other groups are using WCU’s approach to adventure riding and learning with students.

## Nursing Faculty Develop International Mentorships

Twelve practicing nurses in Western’s nursing education program and two faculty members will travel to the United Kingdom in March as part of a pilot course designed to help students develop an international perspective of nursing leadership.



Participants from “International Nursing 393” will study and mentor with nurses at the School of Caring Sciences at the University of Glamorgan in Cardiff, Wales, and the Florence Nightingale School of Nursing and Midwifery at Kings College in London.

“We hope to establish an ongoing reciprocal educational relationship with these institutions to address mutual professional nursing issues, such as the international nursing and nursing faculty shortages and gerontology health care needs,” said Sharon Metcalfe, assistant professor of nursing.

Metcalfe and Bonnie Garner, assistant professor of nursing, initiated the course and are establishing the collaborative nursing educational program.

## Coburn Joins Shoreline Program In Move from Duke to Western

Andrew Coburn, who has served since 2001 as associate director of the Program for the Study of Developed Shorelines, has joined the internationally known coastal research initiative in the move from Duke University to Western this fall.

Coburn brings more than 15 years of experience in interdisciplinary coastal environmental management, and he will continue in his role as associate director to advocate for federal and state resource management policies that balance economic and environmental interests, encourage the implementation of public policies based on sound science, and maintain a highly visible media presence.

During his career, he has provided policy, planning and technical support to hundreds of federal, state and local agencies, including testimony before members of Congress. He has completed more than 20 aerial and on-the-ground post-storm coastal impact assessments, and was one of the first researchers to evaluate and document the impacts of Hurricane Katrina on the Gulf Coast of Mississippi and Alabama.

“Andy Coburn is a nationally recognized expert in a variety of important coastal management issues, including policy development, land use planning, storm impacts and hazard mitigation,” said Rob Young, director of the shoreline program and WCU associate professor of geosciences. “He has played a vital role in convincing policymakers to begin thinking about new and better ways to manage our nation’s shorelines. I look forward to working with him as PSDS makes the transition from Duke to Western and as we continue the program’s work to translate good science into good public policies.”

—by BILL STUDENC



Andrew Coburn



## Staff Forum to Hold Town Hall Dec. 7

Western’s Staff Forum will hold a staff “town hall” meeting from 2 until 4 p.m. Thursday, Dec. 7, in Hoey Auditorium.

The event, designed as an open forum on issues of interest to WCU staff members, will include a “meet and greet” session to enable SPA and EPA non-faculty employees to meet their elected representatives currently serving on Staff Forum.

“We want to encourage discussion about the variety of issues that are currently in the works for Staff Forum,” said William Frady, chairman of the group. “Elected representatives will be on hand to share some of the good things that Staff Forum has accomplished in the past, and to hear staff ideas about some issues that need attention.”

Topics on the agenda include an update of campus parking and traffic changes, discussion of a proposal for the placement of picnic tables at key locations across campus, and information about efforts to endow a Staff Forum Scholarship Fund.

For more information about the Dec. 7 meeting, call William Frady at 227-2318.

The Reporter is published by the Office of Public Relations. Mail faculty/staff notes, events, notices, and changes of address to: **The Reporter**, 1601 Ramsey Center, or send them via e-mail to: Reporter@email.wcu.edu.